

## HeyBryan Launches New Referral Program

The new initiative will incentivize potential and existing users and drive business growth



Vancouver, British Columbia – December 18, 2019: [HEYBRYAN MEDIA INC.](#) (CSE: HEY) ('HeyBryan' or 'the Company'), the app that connects home-maintenance Experts to homeowners for help with small tasks around the home, is introducing a brand new "Refer a Friend" program as a part of the latest app version recently released on the App Store and Google Play Store. Existing users now receive 15% off a home maintenance task for each person they get to sign up and book a HeyBryan Expert.

"We have thousands of HeyBryan users and many of them have asked about earning incentives for referring friends and family members to the platform, so we made it happen," said **Lance Montgomery, CEO of HeyBryan Media**. "Doing so not only makes our users happy but also drives our marketing costs down while helping grow our user base and top line revenue."

HeyBryan users get a unique URL they can share with friends via a text message or email, or through their social media on platforms like Facebook, Twitter, LinkedIn, Snapchat, and more. Existing HeyBryan users automatically receive a 15% discount on their next task once the referred friend's first task is completed. The friend, in return, also receives a 15% discount on their first task booked. The new feature will be automated through the app and available across all 16 categories.

HeyBryan's referral program is expected to deliver a significant boost to the number of new users and thus, more task bookings, as well as increased loyalty of current app users. In November 2019, the Company announced substantial growth in usage, reporting a 1150% increase in the number of customers and 2405% increase in the number of completed tasks since January 2019.

## ON BEHALF OF HEYBRYAN MEDIA INC.

Lance Montgomery

CEO, President & Director

### **About HeyBryan Media Inc.**

HeyBryan Media (CSE: HEY) is a peer-to-peer marketplace app offering a friendly and seamless way for customers to connect with trusted and vetted Experts for everyday home-maintenance needs. Founded in 2018, the app is named after Canadian HGTV personality and one of the country's most trusted contractors, Bryan Baeumler.

Payments are processed through the HeyBryan app, eliminating the need for any in-person money exchange. Every Expert is background checked and credit checked to ensure a safe and secure experience for consumers. Typical tasks booked include handyman services, mounting or installation, furniture assembly, plumbing, painting, cleaning, lawn and yard maintenance, and more. HeyBryan accommodates busy schedules by allowing the independent workforce and consumers to communicate and work together. It's about real experts doing real work for real people.

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*The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.*

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